

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-08 INR-07
NSAE-00 PA-01 USIA-06 PRS-01 ERDA-05 OES-06
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FM AMEMBASSY BERLIN
TO SECSTATE WASHDC PRIORITY 4355
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USIA FOR IEU/ARNOLD; IEU/JACOBS

E.O.11652: NXA
TAGS:
SUBJECT: USIA EXHIBIT LEIPZIG FAIR

SUMMARY: LEIPZIG FAIR CLOSED MARCH 20 WITH RECORD NUMBER
VISITORS HAVING SEEN USIA EXHIBIT "DIMENSIONS USA" IN
EIGHT-DAY PERIOD AND SPECIALISTS FROM NASA AND BUREAU OF
STANDARDS HAVING REGISTERED NOTEWORTHY SUCCESS WITH
AUDIENCES. DESPITE EXHIBIT PROBLEMS OF 1976, LEIPZIG
AUTHORITIES HAD NO OFFICIAL OBJECTIONS TO
"DIMENSIONS" AND EVEN EXPRESSED PRIVATE SURPRISE AT LOW
PROFILE OF FACADE. EMBASSY PLEASED AT AGENCY'S CONTRIBUTION
AND ENHANCEMENT AMERICAN PRESENCE THIS YEAR. END SUMMARY.

1. PAO SPENT FINAL DAY AT LEIPZIG FAIR DISCUSSING USIA
EXHIBIT AND AUDIENCES WITH EXHIBIT DIRECTOR KEN NIGLIS,
BUREAU OF STANDARDS STEFAN PEISER, NASA'S HAL MEHRENS
AND LEIPZIG FAIR DIRECTOR HAACK. NIGLIS AND PEISER
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WILL SUBMIT SEPARATE REPORTS BUT ADDRESSEES MAY BE
INTERESTED ADVANCE ACCOUNT HIGHLIGHTS.

2. "DIMENSION USA- IS EXCELLENT EXHIBIT WITH SUBSTANCE,
OPULENCE AND BOTH SPECIALIST AND POPULAR APPEAL. FEW
TEHCNICAL SHORTCOMINGS EITHER EASILY CORRECTIBLE FOR
THESSALONIKI INTERNATIONAL FAIR OR NOT APPLICABLE.

FOR INSTANCE, US PAVILION THESSALONIKI CLEARLY IDENTIFIED AND KNOWN, THEREFORE, FACT THAT TITLE "DIMENSION USA" WRITTEN VERTICALLY AND DIFFICULT READ IS INCONSEQUENTIAL.

3. PEISER MEHRENS AND WOOLARD WERE IMPRESSIVE WITH THEIR OUTGOING AND RESPONSIVE ATTITUDES TO THE COUNTLESS TECHNICAL QUESTIONS AND WERE THEMSELVES IMPRESSED BY THE CALIBRE OF THE APPROXIMATELY 80,000 GDR CITIZENS WHO VISITED OUR EXHIBIT. AT SAME TIME, PEISER AND PAO SPOKE WITH SOME WHO EXPRESSED RELUTANCE AND EVEN FEAR IN VISITING EMBASSY FOR FOLLOW-UP MATERIALS TO BE SENT BY PEISER, EXPLAINING THAT IT WIDELY SUSPECTED NAMES WOULD BE RECORDED BY POLICE AND CONTACT TERMINATED. STUDENTS ADMITTED THEY HAD BEEN INSTRUCTED NOT TO ASK QUESTIONS AT EXHIBIT BUT TO TRANSMIT THROUGH SUPERIORS WHICH MOST IGNORED AND IN FACT INUNDATED STAFF, ESPECIALLY PEISER, WITH BROAD SPECTRUM TECHNICAL QUERIES, REFLECTING ENORMOUS INTEREST IN USA AND ITS CULTURE.

4. PEISER'S SUCCESS IN DELIVERING LECTURE AT INSTITUTE FOR SOLID-STATE PHYSICS AND ELECTRONIC MICRISCOPY IN HALLE, AND IN PRESENTING 200 TEXTBOOKS TO ACADEMY OF SCIENCE REPRESENTS ACHIEVEMENT WITH LONG-TERM RETURNS. TO FIND A GREEK-SPEAKING PEISER WOULD MAKE DESIRABLE INROADS, ESPECIALLY AT UNIVERSITY OF THESSALONKI, AND POSSIBLY IN ATHENS AND PATRAS. WE PREAPRED ACKNOWLEDGE HIS CONSIDERABLE CONTRIBUTION IN LETTER TO BUREAU OF STANDARDS IF AGENCY WISHES UNLESS AGENCY PLANNING DO SO. LIMITED OFFICIAL USE

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5. IN DISCUSSION EXHIBIT CONTENT FOR THESSALONIKI, MEHRENS CONFIRMED THAT VIKING-LANDER MUST BE RETURNED, NASA SUBSTITUTING MOCK-UP. MEHRENS SAID THAT NASA PREPARED, IF AGENCY SO REQUESTS, PROVIDE REALISTIC AND ENHANCED BACKGROUND MARTIAN LANDSCAPE SURROUNDING LANDER MOCK-UP AT ESTIMATED COST \$200. ATHENS SHOULD PURSUE WITH AGENCY.

6. PAO MADE COURTESY CALL ON LEIPZIG FAIR DIRECTOR HAACK WHO VOLUNTEERED CRITIQUE THAT EXHIBIT FACADE TOO MODEST, ADDING THAT PRESIDENT'S CARTER'S PHOTO AND MESSAGE SHOULD HAVE BEEN PROMINENTLY UP FRONT, THAT AMERICAN FLAG DESIGN SHOULD HAVE BEEN MORE LEGIBLE AND LARGER. (THERE IS ONE MONDAY-MORNING QUARTERBACKING IN HAACK'S COMMENTS, IN VIEW OF HIS CONCERNS - EXPRESSED TO USIA'S LEON SLAWECKI AND PAO LATE LAST YEAR - OVER USIA 1977 EXHIBIT PLANS FOLLOWING 1976 PROBLEMS.) IN ANY CASE, HE INTERJECTED THAT THESE WERE PERSONAL VIEWS AND THAT ON

BEHALF LEIPZIG FAIR DIRECTORATE, HE WISHED PRAISE BOTH COMMERCE AND USIA EXHIBITS AND THAT HE HAD HEARD NO CRITICISM OF "DIMENSIONS" AT ANY LEVEL. HE ALSO POINTED OUT THAT FRONT-PAGE PLAY GIVEN CARTER MESSAGE IN "NEUES DEUTSCHLAN" WAS NO EDITORIAL CAPRICE, AS EMBASSY CERTAINLY AWARE.

7. WHEN ASKED IF LACK OF GDR OFFICIAL PRESENCE AT US EXHIBITS ON OPENING DAY BORE ANY SIGNIFICANCE, HAACK REPLIED FIRMLY IN NEGATIVE, ASSERTING THAT HONECKER DELEGATION TOUR PATTERN ESTABLISHED MONTHS IN ADVANCE, THAT HAACK HIMSELF HEARD HONECKER DESCRIBE GDR-USG RELATIONS AS BEING EXCELLENT, AND THAT GDR'S ESSENTIAL CONCERN THIS YEAR IS WITH FRG, HENCE EMPHASIS, HAACK SAID, ON VISITS TO WEST GERMAN REPRESENTATIVES, IDENTITIES OF WHICH BERLIN HAD REQUESTED THREE MONTHS AGO FROM HAACK'S OFFICE.
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8. CONCLUDING, EMBASSY WISHES EXPRESS GRATITUDE ALL INVOLVED AT ICS, IEU, NASA, AND BUREAU OF STANDARDS, IN MAKING THIS YEAR'S AMERICAN PRESENCE AT LEIPZIG FAIR THE SPLENDID ACHIEVEMENT IT WAS. ON SITE, FROM ELAINE FRY'S CONCERN WITH DESIGN DETAILS TO KEN NIGLIS' SUPERLATIVE OVERALL EXECUTIVE PERFORMANCE, ALL PARTICIPANTS' CONTRIBUTIONS DEEPLY APPRECIATED. POLANSKY

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TAGS: EEWT, GC, US, (PEISER, STEFAN), (MEHRENS, HAL), (NIGLIS, KEN)
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